research on urbanization characteristics, paths and countermeasures of oem cities under the background of china's supply-side reform

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1. OEM and OEM cities
1.1 OEM

OEM, that is to say, Substitute for other manufacturers, OEM is responsible for the production and then affixed with the brand of other companies for sales. In the international division of labor, although OEM enterprises are suitable for the general trend of separating production and sales, focusing on production orders, they cannot share the value of brands, and their status and profits are relatively low.
1.2 OEM cities

Core cities: generally, they are developed cities with developed producer services and rich types of industries. Most of their manufacturing industries migrate to other cities, mainly providing information, finance, technology and research and development support for other cities. Typical cities are London, New York, Hong Kong, Shanghai and so on. Specialized cities: producer services and manufacturing are both well developed and have strong competitiveness in some industries. For example, tianjin's electronic and information products manufacturing industry, software industry, information service industry, changchun's automotive research and development and manufacturing industry. OEM cities: take advantage of local resources and geographical advantages to undertake industrial spillover in core cities and specialized cities, and develop processing and manufacturing industries. Weak city: a city that is limited by resources and location, lacks the power of industrial development, and is at a disadvantage in the competition of some industries.

![Figure 1 industry development trend curve](image)
2. Analysis of the characteristics of industrial, population and spatial urbanization in Yantai City
2.1 Characteristics of industrial urbanization

1. Industrial value section
comparison of output value of 8 industries in Yantai.
In general, industries with high added value (producer services, other types of industries, technology-intensive industries, capital-intensive industries) account for 46% of the total output value, among which other types of industries and technology-intensive industries have strong competitiveness. Yantai city is located at the top of the value section. However, the structural imbalance of producer services is relatively low in labor-intensive industries and other services that can create a large number of jobs.
2.1 Characteristics of industrial urbanization

2. Current industrial spatial distribution characteristics
As an economic center, Yantai city concentrates on high-tech industry, advanced manufacturing industry and perfect service industry. Penglai city concentrates on the port industry, grape and wine industry, tourism industry and car modification and parts processing industry; Relying on the port and good industrial foundation, Longkou city has developed the industries of energy, aluminum, wine, auto parts and new materials. Zhaoyuan city is dominated by gold industry, forming industrial cluster effect; Laizhou’s stone processing trade, gold deep processing and salt chemical industry have a good foundation, so it should strive to become an important base of relevant industries in China. Laiyang, Haiyang, Qixia three cities rich in agricultural resources, agriculture is more prominent.
2.2 Characteristics of population urbanization

1. The population growth rate gradually slows down, and the population growth is stable in recent years

According to the data of Yantai statistical yearbook, the growth rate of Yantai population gradually slows down, especially in recent years, the population growth is steady. In 2000, the total urban population was 6,458,000, but in 2015, it increased to 6,532,800, with a net increase of 74,800 over the past 16 years. The average annual growth rate is 0.50‰.
2.2 Characteristics of population urbanization

2. Population migration is greater than migration out, and the migration is mainly in the province
In the past five years, the total number of people moving in and out of Yantai city is very unstable. However, in terms of the total, the total net migration population from 2011 to 2015 was about 210,000, which was larger than the migration population. Compared with the provinces moving in and out, the population base of the provinces moving in and moving out is large and the growth fluctuates greatly. However, the population base of migration and migration outside the province is relatively small, and the fluctuation is relatively gentle, indicating that the main migration direction of Yantai city is provincial migration.
2.3 Characteristics of spatial urbanization

1. Spatial evolution characteristics of urban built-up areas

Based on the analysis of the evolution data of urban built-up areas of counties and cities from 2005 to 2015, in the past ten years, the area of urban built-up areas in Yantai increased by 2.1 times, and the newly built areas were mainly concentrated in the urban area of Yantai and the northern coastal cities. Yantai city is still in the process of agglomeration to the central city, other counties and cities relative lack of development momentum.
2.3 Characteristics of spatial urbanization

2. Spatial distribution characteristics of current urbanization rate
By taking urbanization rate and urbanization speed in recent years as evaluation indexes, yantai city can be roughly divided into three types of urbanization areas: Areas with high urbanization level -- yantai city, longkou, zhaoyuan; Areas with rapid urbanization -- laizhou, penglai, haiyang and laiyang; Urbanization is relatively slow in qixia, long island.
3. Reflections on the path of industrial, population and spatial urbanization in Yantai
4. Countermeasures of industrial, population and space urbanization in Yantai City
Construction and Empirical Study of Evaluation Index System of Rural Revitalization in China's Metropolitan Areas from the Perspective of Social Ecosystem—Taking Villages and Towns Around Shanghai as Examples,
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